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## INTRODUCTION

I teach men's products classes all the time, but I often wonder why some of them are classified this way? Other than beard or moustache care products, what is specifically a product for men when it comes to body wash, facial moisturizers, or skin protectants?

*I did see a product made specifically to wash one's testicles, which I guess would be considered "just for men", but sadly, it's a clever marketing ploy for a foaming cleanser suitable for any body part. But to be completely honest, there is something about using a testicle cleanser on one's face that is seriously off-putting.*

The formulas you see in this e-zine are the ones I've enjoyed teaching the most over the last few years in a variety of classes. I'm sharing my favourite beard oils, beard balms (which double as skin moisturizers and possibly conditioners), and less greasy feeling lotions.

*As a note, I do have an e-zine I put out way back in 2016, which you can find as [This Isn't Your Father's Shaving Book, part one](#), in which I focused a lot on shaving and apres shaving products. I didn't include them again in this e-zine as I thought I'd covered them in great detail then.*